

## Ethics and transparency committee of physicians in their relationship with the pharmaceuticals: Industry recommendations for physician support

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The following recommendations to the pharmaceutical industry are based on the Ethics and Transparency Committee on the Physician-Industry Relationship (CETREMI – *Comité de Ética y Transparencia en la Relación Médico-Industria*) ethical principles:

- The patient comes first:
  - Care shall be optimal for all patients. Pharmaceutical companies shall support physician decisions that warrant the most efficacious, safe, accessible and adequate treatment.
  - Pharmaceutical companies shall collaborate in order for patients to have easy and opportune access to medications.
  - Pharmaceutical companies shall collaborate in order for information on treatments to benefit patients in all areas, including economic issues.
- Support to ethical research and innovation:
  - The pharmaceutical industry shall promote research in order to generate new knowledge that enables efficacious and appropriate use of treatments.
  - This support could be granted to universities, academies and government medical institutions through investigator initiatives involving not only drugs that are property of the pharmaceutical company, but also diagnostic procedures or epidemiological data that may be of interest for the pharmaceutical industry.
  - In case of independent investigator-initiated studies, the results of such investigations shall not be subject to scrutiny by the pharmaceutical company.
- Pharmaceutical industry research on human beings shall have a scientific purpose:
  - It shall seek to improve health outcomes.
  - It shall be carried out ethically and with adherence to Good Clinical Practice.
  - It shall have the appropriate informed consent.
- The pharmaceutical industry shall ensure for research compensation to be adequate and not to interfere on its results.
- In case of research protocols or participation in extended use programs, the pharmaceutical industry shall commit itself to continue supplying the study drug until the physician establishes lack of efficacy or judges it has effects that require its discontinuation.
- Emphasize on independence and ethical behavior:
  - Presents given by pharmaceutical companies shall not inappropriately influence on the physician's prescription behavior.
  - The pharmaceutical industry shall not offer any financial benefit or compensation in kind in exchange for prescribing or recommending a medication.
  - When sponsoring an educational event or congress, the pharmaceutical industry shall be objective and the information shall comply with scientific rigor:
    - The main objective shall be to provide knowledge.
    - The contents and materials shall be balanced and objective.
    - The events shall be carried out on appropriate venues.
    - Event participants can be offered food and alcohol-free beverages during intermissions between academic activities.
  - Agreements and business relationships with physicians shall be transparent and respectful of their professional integrity. Such agreements shall be defined within the frame of a collaboration contract.

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